

# Washoe County Master Plan Update

Steering Committee Meeting #2  
November 19, 2020 @ 1:00-3:00 PM



# Agenda

- 1. Welcome
- 2. Process Update and Schedule Review
- 3. Stakeholder Interview Update and Initial Findings
- 4. Exercise
- 5. Next Steps

Welcome

# Process Update and Schedule Review

- Overall Process Update / Recap
- Public Involvement Plan Phase 1 Review



# Stakeholder Interview Update and Initial Findings

Comparing what you told us at the kickoff meeting and what stakeholders said

# What do you love bout Washoe County? (Steering Committee)

The open space, nature. Different Options on how to meet the intent of code

Scenery, proximity to abundant outdoor activities, seasons

natural resources

Lake Tahoe

I love the proximity to the wilderness, while at the same time we have access to basically all metropolitan amenities.

Connectivity to open spaces, trails, parks. It is easy to get from here to there from anywhere in the urban area.

short commutes, the outdoors, people of the community

Small community feel with many natural and cultural assets.  
Great quality of life.

Great tight community. Proximity to outdoor recreation.  
Family and friends.



# What do you love bout Washoe County? (Steering Committee)

Access to open space and outdoor recreational opportunities.

The University

Community and Open Space

Lake Tahoe, the Sierra Nevadas, Skiing, close proximity to the Ocean, I moved half way around the world and landed in W. Co, 43 years ago. this is home, and i care about this community which has been very good to me. Vahid

Outdoor recreation, parks, bike lanes, and community events

dirt

# What attracted you to the County? What do you love most about the community? (Stakeholders)

Personally speaking, this is the best place ever. Outdoor recreation and access is incredible.

The County has done a great job of managing traffic. The layout and amount of traffic makes sense.

The fact that it is a community. It is a wonderful community in the Truckee Meadows.

It is easy to get involved here.

I love the easy access to open space and being able to look around and not see homes stacked on top of one another.

The proximity to open spaces and natural resources.

I have enjoyed bringing my children up in this environment.

You can work and have dynamic energy in the City and go 30 minutes in either direction and either be in the desert or the mountains.

You can work hard here and have success.



# What attracted you to the County? What do you love most about the community? (Stakeholders)

I love the region. All things considered there's a high quality of life with an ease of living that is very comfortable. The climate is a big draw. I love Nevada.

I have a rooted family history here and connection to Nevada.

I love the lake and the mountains.

The beautiful outdoor lifestyle.

I really like Nevada because of the open spaces, the self-sufficient nature that we're proud.

I stay here because of the proximity to Tahoe and it is a fun place to be. I hope the younger generations can stay here.

The lifestyle and the environment. you can be skiing, water skiing, hiking in the wilderness in 20 minutes.

I like our small town feel.

I stay here for the familiarity and my family.



# What attracted you to the County? What do you love most about the community? (Stakeholders)

I can still enact change at a state and county-wide level and the beauty is unmatched.

We have beautiful landscapes and that is what keeps me here the most.

I stay because of my family and our climate. The seasons and the beauty that is here is incredible.

I love the fact that it is not so big yet. It is growing but there's potential here. It is not too big and you can still make a difference.

Great place to live; within 30 minutes I can be in an alpine lake, or the middle of the desert; access to an international airport within 20 minutes; not far from a major city in SF.

Fairly good job in preserving open space and trails for our residents

There's opportunity here. The county/city is truly a microcosm of the nation.

Tahoe and the Mountains

the great walking trails.



# What attracted you to the County? What do you love most about the community? (Stakeholders)

The rural character of the unincorporated county

Great weather. Blue skies and access to mountains and open space. You can walk out your door with access to trails.

I love that we have areas where houses are not stacked on top of one another.

Family and the outdoor recreation we have here. We live in such a beautiful area with diverse rec opportunities. Mountains, lakes, canyons, golf courses and so on.

I like being in an urban environment but very close to rural communities.

I love driving down Virginia and seeing cows and wild horses. There are not many places like it anymore.

We have big city amenities (dining and entertainment).

There's no traffic. It's safe. Close to Sacramento.

The rural flavor but having amenities of a cosmopolitan, urban setting. We have the best of both worlds.



# Looking 20 years into the future, what should not change? (Stakeholders)

A word cloud on a blue background showing various priorities. The words are in different colors and sizes, indicating their relative importance. The largest word is 'open space access' in light blue. Other prominent words include 'minimal traffic' in yellow, 'opportunity to succeed' in green, and 'rural character' in pink. Smaller words include 'ridge protection', 'clean air and water', 'small town feel', 'parking', 'the potential', 'the trails', 'beautiful places', 'connectivity', 'safety', 'parks', 'quality of life', and 'golf courses'.

ridge protection  
small town feel  
clean air and water  
parking  
minimal traffic  
the potential  
open space access  
the trails  
beautiful places  
connectivity  
opportunity to succeed  
safety  
parks  
quality of life  
rural character  
golf courses



# What needs to be improved in Washoe County? (Steering Committee)





# What are the top challenges and opportunities you would like to see addressed in the Master Plan Update? (Stakeholders)





# What does resiliency mean to you? (Steering Committee)

Being self-reliant, have protections against instability: be independent for power, water, air, wildland fires...and economic and political fluctuations.

strength from a position of having identified and mitigated risks

Ability for our community to bounce back or weather financial downturns

ability to bounce back from disturbance

All of the above: economic, natural (drought, wildfire); but also ability to change/evolve - new technology, etc.

The sustainability of natural resources -

To me it is the ability to be adaptable to changing conditions.

Bounce back or recover from adversity

ability to cope with cycles of drought, and may be future prolonged droughts, surpassing duration of past cycles

# What does resiliency mean to you? (Steering Committee)

The capacity to recover quickly from or withstand difficulties. Individual financial resilience is often overlooked



# What does resiliency mean to you? (Stakeholders)

Preparedness for earthquakes and flooding

Mitigation of the Urban Heat Island effect

Flexibility that allows positive development in the community

Weathering the ups and downs that are out of our control (budget, growth, technology).

The ability to adapt and be flexible to changing environmental conditions

Risk Management

Taxing industry in a way that supports other areas of our city

Resiliency doesn't happen until people's needs are met (education, mental health, healthcare, transportation).

Sustainability. Sustain our momentum and continue to build people up year after year.



# What does resiliency mean to you? (Stakeholders)

Recovery, efficiency, and modernization.

Being a desirable place to live. If people want to live/visit, it will always bounce back.

a community where no matter what, all people can thrive.

Food systems, building systems (integrating community and natural capital), social investment and building equity, and arts and recreation.

The connectivity that Washoe County has to the outdoors is far and away its biggest strength.

Resiliency is having a plan and sticking to the plan and knowing that you can adapt the plan when factors or environments require it.

A resilient social structure

The ability to bounce back from challenges and stick with hard choices. Pushing forward through difficult times.



# What is the best way to engage stakeholders/public throughout the community?

Go where the people are

Use connections and contact lists from other organizations

Ensure you have a purpose to why you're asking people to participate

Digitally during the pandemic

Tailor engagement to your audience. Not one size fits all.

Send out short surveys frequently rather than just 1-2 large, cumbersome surveys.



A woman with long dark hair and glasses, wearing a white t-shirt, stands in a meeting room. She is pointing her right hand towards a wall covered with numerous colorful sticky notes. In the foreground, a man with glasses and a dark shirt is seated at a table, looking towards the woman. The table has a laptop and some papers on it. The background is slightly blurred, showing other people in the room. The entire image has a blue tint.

# Group Exercise



# Who have we missed, and still need to reach?

People who have recently moved to Nevada  
(maybe those who don't go back generations)

Senior citizens, retirees

Tech community

Senior population

HOAs?

Tribal community

Latino community

Developers

if one objective is to address homeless issues,  
should we not reach out to homeless population  
or to advocacy groups who deal with this issue.



# Who have we missed, and still need to reach?

Small business owners

Faith Organizations

Affordable community to establish a family or household

Affordable



Has any of this feedback surprised you? If so, please elaborate.



# Preliminary Vision Statement

Washoe County is a place where people come for the unprecedented access to awe-inspiring natural amenities and stay for the incredible opportunity to make a difference and the ability to experience a rural, small town feel just minutes from a bustling urban environment.



# What word/phrase may be missing from that statement? What needs to be revised?

Safe

Can it be reworked to have less focus on new arrivals? Love the emphasis on nature and opportunity.

Four seasons

Economic prosperity or economically competitive. Something that touches on the ability to get a job

Incorporate the idea of home.

city amenities with rural natural resources (make it brief)

belonging

Great opportunities with a hometown feel

Envision and Evolve with us...co-create as partners...



# What word/phrase may be missing from that statement? What needs to be revised?

Implies people come for something and then decide to stay. May alienate those that have been here for generations.

small town feel with big county opportunities and amenities

Balance

Natural surroundings

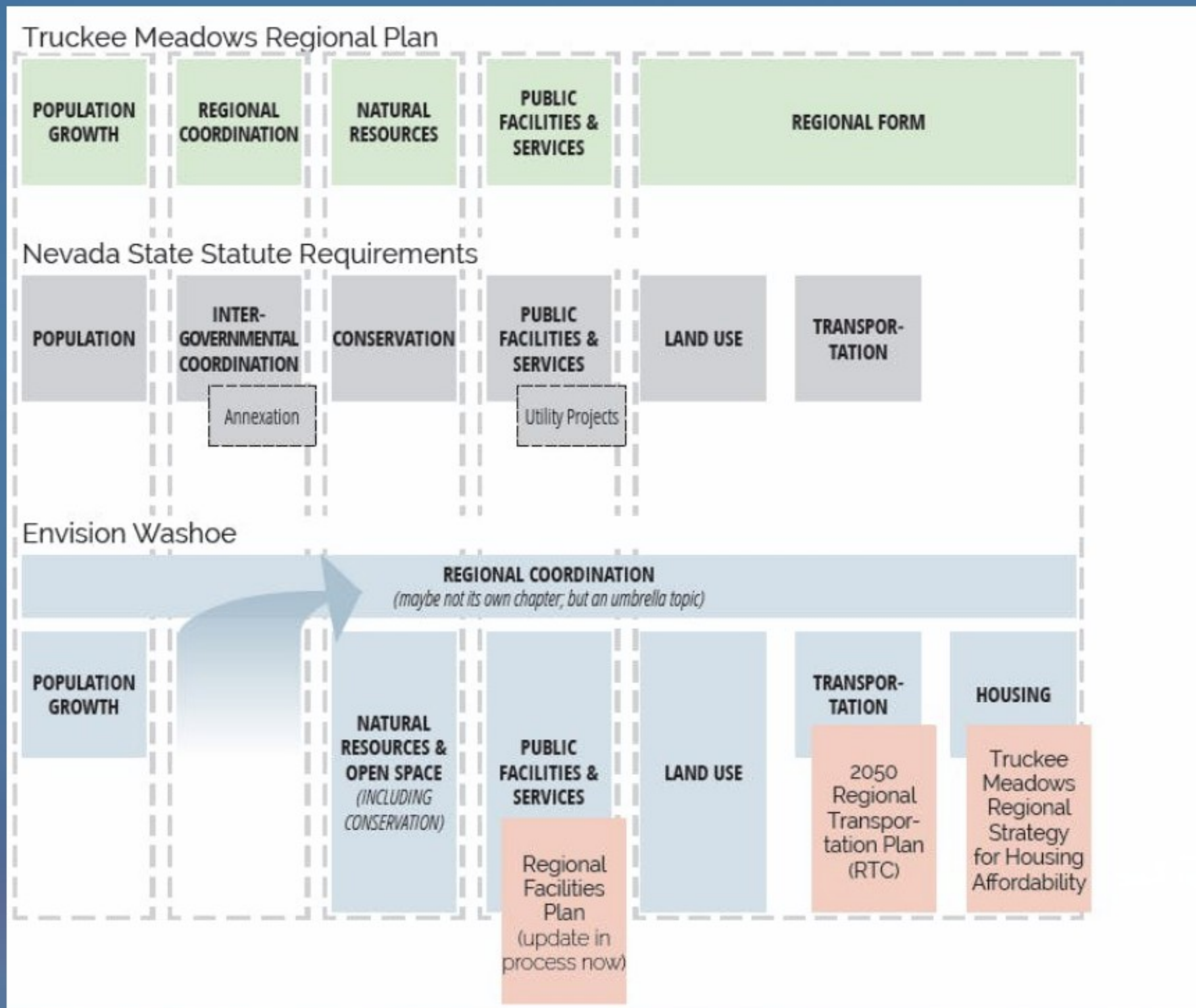
vibrant urban core

gritty self reliance

High desert. Wild. Western

diverse cultural and natural environment





# Next Steps

- Plan Audit
- Existing Conditions & Trends



An aerial photograph of a vineyard, showing neat rows of green grapevines stretching across the landscape. The perspective is from directly above, creating a strong sense of depth and order.

Thank You!